

*Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.*

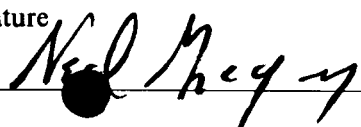
1. Name and address of registrant The Gregory Company, Suite 600 2300 N Street, N.W., Washington, DC 20037		2. Registration No.						
3. Name of foreign principal Government of Australia	4. Principal address of foreign principal 1601 Massachusetts Ave. NW Washington, DC 20036							
5. Indicate whether your foreign principal is one of the following type: <input checked="" type="checkbox"/> Foreign government <input type="checkbox"/> Foreign political party <input type="checkbox"/> Foreign or <input type="checkbox"/> domestic organization: If either, check one of the following: <table border="0"><tr><td><input type="checkbox"/> Partnership</td><td><input type="checkbox"/> Committee</td></tr><tr><td><input type="checkbox"/> Corporation</td><td><input type="checkbox"/> Voluntary group</td></tr><tr><td><input type="checkbox"/> Association</td><td><input type="checkbox"/> Other (specify) _____</td></tr></table> <input type="checkbox"/> Individual—State his nationality _____			<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee	<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group	<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____
<input type="checkbox"/> Partnership	<input type="checkbox"/> Committee							
<input type="checkbox"/> Corporation	<input type="checkbox"/> Voluntary group							
<input type="checkbox"/> Association	<input type="checkbox"/> Other (specify) _____							
6. If the foreign principal is a foreign government, state: a) Branch or agency represented by the registrant. Immigration -- Business Migration Program b) Name and title of official with whom registrant deals. _____								
7. If the foreign principal is a foreign political party, state: a) Principal address _____ b) Name and title of official with whom the registrant deals. _____ c) Principal aim _____								
8. If the foreign principal is not a foreign government or a foreign political party, a) State the nature of the business or activity of this foreign principal _____								

b) Is this foreign principal

- Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Directed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Controlled by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☐
- Financed by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Subsidized in whole by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐
- Subsidized in part by a foreign government, foreign political party, or other foreign principal..... Yes ☐ No ☐

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A 30 June 1988	Name and Title The Gregory Company Neal Gregory, President	Signature 
-----------------------------------	--	--

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant

The Gregory Company

Name of Foreign Principal

Government of Australia

Check Appropriate Boxes:

1. ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
2. ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
3. ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.

4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Exchange of letters called for The Gregory Company to design,
and place advertising for Australia's Business Migration
Program

5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Registrant: designed advertising for Business Migration Program and arranged for publication Army Times publications and the Retired Officer Magazine.

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?¹
Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

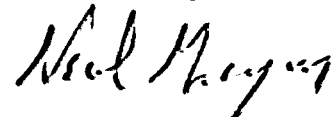
Date of Exhibit B

30 June 1988

Name and Title

The Gregory Company
Neal Gregory, President

Signature



¹Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

THE GREGORY COMPANY

Government Relations • Media

Suite 600, 2300 N Street, N.W., Washington, DC 20037
(202) 663-9053

May 16, 1988

Mr. Evan Arthur
Counsellor (Immigration)
Embassy of Australia
1601 Massachusetts Avenue, N.W.
Washington, DC 20036

Dear Evan:

We propose advertisements for the Business Migration Program targeted to U.S. military personnel who have recently retired or who are contemplating retirement during the coming year.

Here is our rationale:

Military retirees have acquired a variety of unique skills in management, electronics, logistics, transport and other areas that can be applied to new business ventures in Australia.

Persons can retire from the U.S. military after 20 or 30 years of service. For someone who joined the Army upon graduation from high school or university, this means they are retiring in their 40s or early 50s and plan to start a new career.

Depending upon their rank and years of service, senior personnel (officers and non-commissioned officers) receive pensions of \$1,500 to \$3,000 a month, adjusted periodically to reflect cost of living increases. This gives them a "cushion" while pursuing other employment or business ventures. They may be more inclined to take the somewhat adventurous risk of pulling stakes and heading for Australia.

Thousands of those near retirement age may have been stationed in Australia or visited Australia for "R and R" (rest and relaxation) during a tour of duty in Vietnam. In general, Australia has a very positive reputation with U.S. military personnel.

We recommend addressing this audience as potential customers for the BMP. Copy for the proposed advertising is attached.

Mr. Evan Arthur
May 16, 1988, Page Two

This advertisement would be placed initially in three publications -- Army Times, Navy Times and Air Force Times. These are tabloid sized newspapers, with circulations of 340,000 world wide; 302,000 within the U.S. These papers have the highest readership among active duty military personnel in all branches of service. We recommend a one-half page ad, with the possible use of a single color.

The newspapers have a special pull-out advertising section called "37-plus" issued three times per year. This section is directed toward those planning to retire. The next issue is planned for the newspaper dated July 4. Deadline for copy is June 10. This issue is a distinct value, since the section is designed to be retained by those contemplating retirement for the next six months.

To meet this deadline, we would have to begin work almost immediately.

The same ad could be adapted for use in another military-related publication, the Retired Officer, published monthly by the Retired Officers Association. This is a slick paper magazine with a more up-scale audience. Current circulation is 356,000.

The suggested advertising copy is taken from the headline that appeared in a San Francisco newspaper story about a BMP seminar. The copy keys off one of the best-known headlines in American advertising history: "The Marine Corps is looking for a few good men." These words, a variation of the recruiting poster, "Uncle Sam Wants You," are instantly recognized by most Americans, particularly military personnel.

Our creative artists will design attractive copy and illustrations for the advertisement. Our initial recommendation is to feature an outline map of Australia and a drawing of a character resembling Paul Hogan or an animated kangaroo delivering the message.

We think such an ad would be especially timely since Hogan's new motion picture, "'Crocodile' Dundee II," is opening in 2,500 American theaters on May 25. This is the largest number of U.S. theaters ever booked for the opening of a movie. There will be extensive advertising and publicity surrounding the film, with a greater awareness of Australia resulting among American audiences. The BMP can build on the publicity surrounding this event.

Mr. Evan Arthur
May 16, 1988, Page Three

We also recommend placing the advertisement on the Federal Page of the Washington Post in late June to coincide with the visit to Washington by Prime Minister Hawke. This page is read by high-level military personnel in the Washington area. The advertising copy also is relevant to U.S. civil servants who may be contemplating retirement, as well as high-salaried personnel from defense and computer contractor companies who may be interested in a career change. Again, the advertising would play off publicity surrounding the Prime Minister's visit, as well as the continuing interest in the Hogan film.

The budget for this program is as follows (all costs given in U.S. dollars):

Design, art work, production, placement, administration	\$ 7,000.00
<u>Army Times</u> , <u>Navy Times</u> and <u>Air Force Times</u> , one-half page (add'l cost for one color)	6,800.00 2,015.00
<u>Retired Officer Magazine</u> , one-half page	2,350.00
<u>The Washington Post</u> , one-quarter page	6,825.00
TOTAL	\$24,990.00

The art work and copy can be used at a later day as a direct mail piece or for further advertising as other markets are identified for the Business Migration Program.

We look forward to working with you in this effort.

Sincerely,

Neal Gregory

Attachment

Proposed Advertising Copy

For: Australia's Business Migration Program
Target Audience: Military Retiree Market
Suggested Publication(s): Army Times, Navy Times, Air Force Times
Retired Officer Association Magazine,
Washington Post

Headline: Australia is Looking for a Few Good Yanks...

Copy: Retiring? Or planning to retire?

Still looking for a challenge?

Why not put your skills to work in Australia, where the frontier spirit of America still lives. Start your own business. Apply your marketing skills to the biggest market in the world--the Pacific Rim.

Australia is a friendly, stable, secure place to put down roots. If you have business expertise, capital, and a good idea, come on down. We will cut red tape, put you in touch with bankers, accountants -- anyone you need to help you get started Down Under.

We're got space and resources. If you are interested in settling permanently in a land of unlimited opportunity, give us a call. We're looking for a few good yanks.

Australia -- so different, yet so much like home... We speak your language.

Illustration: An outline map of Australia, perhaps a kangaroo or an outback spokesperson resembling Paul Hogan.

Logo: Write today for information:

Business Migration Program
Embassy of Australia
1601 Massachusetts Ave. NW
Washington, DC 20036



EMBASSY OF AUSTRALIA

IN REPLY QUOTE:

18 May 1988

Mr Neal Gregory
The Gregory Company
Suite 600
2300 N Street, NW
WASHINGTON, D.C. 20037

Dear Neal,

Thank you for your letter of 16 May, 1988 in which you set out a proposal for promotion of the Business Migration Program.

I agree the proposal you have put forward would be valuable in enabling us to test the attractiveness of the BMP to persons in the target group of personnel about to retire from the US military.

I agree to the budget for the program set out on page 3 of your letter, with one exception. Following consultation with my headquarters in Canberra, I would request deletion of the item connected with placing an advertisement in the Washington Post. In addition to being uncertain of the merits of advertisements in mainstream as opposed to specialist media concerning the BMP, we are not sure that the advertising copy you have proposed would be suitable for the Washington Post. Specifically the emphasis in the copy on persons about to retire makes sense in the context of publications directed towards US military personnel. If placed in the Washington Post, on the other hand, it could generate largely unproductive enquiries from retirees in general, who are not the target group for the BMP.

I would be grateful if you could take steps to implement your proposal as soon as possible. Costs should be billed directly to this office as soon as possible after they have been incurred.

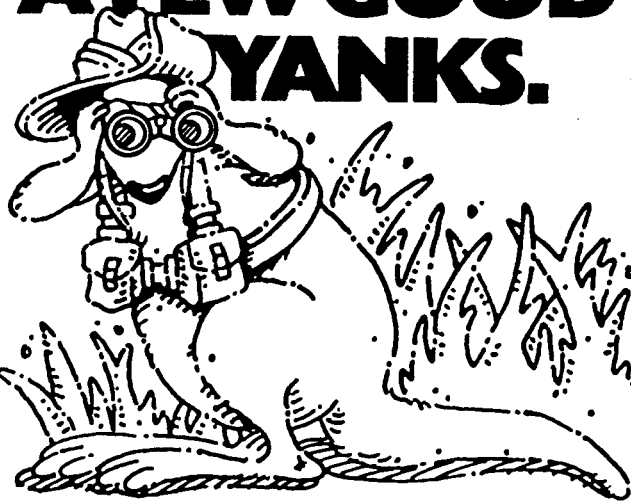
Thanking you for your interest in this program.

Yours sincerely,

A handwritten signature in cursive script, appearing to read 'E. Arthur'.

EVAN ARTHUR
Counsellor (Immigration)

WE'RE LOOKING FOR A FEW GOOD YANKS.



Retiring? Still looking for a challenge?

Why not put your skills to work in Australia, where the frontier spirit of America still lives. Start your own business. Apply your marketing talents to the biggest market in the world—the Pacific Rim.

Australia is a friendly, stable, secure place to put down roots. If you have business expertise, capital, and a good idea, come on down. Our Business Migration Program will cut red tape, put you in touch with bankers, accountants—anyone you need to help you get started Down Under.

We've got space and resources. If you are interested in settling permanently in a land of unlimited opportunity, give us a call. We're looking for a few good yanks.

So different, yet so much like home . . .



Write today for information:

Business Migration Program
Australian Consulate-General
636 Fifth Avenue
New York, NY 10111
(212) 245-4000

Business Migration Program
Australian Consulate-General
360 Post Street
San Francisco, CA 94108
(415) 362-6160